

September 30, 2021

The Dentsu Group launches dentsu gaming, a global solution for brands to better engage with 3 bn gamers worldwide

The Dentsu Group, which operates in 145 countries and regions across the world and is led by the holding company Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen), announced today the worldwide launch of **dentsu gaming**, a global solution which integrates the experience and expertise in the gaming sphere accumulated within its businesses in Japan and across dentsu international agencies overseas.

The global gaming market is expanding year by year, and the number of gamers will reach three billion* in 2021. In addition, the expansion of gaming alongside the diversification of how content is leveraged in areas such as esports, Augmented Reality (AR), Virtual Reality (VR), gamification, and in-game advertising has accelerated rapidly.

By integrating our unique heritage, accumulated by supporting advertising and marketing in the growth of the Japanese game and entertainment industry, with the global scale of its international business and the expertise, the Group has created something unique in the industry. This brand-new offering is something which fuels culture and advertising growth, as well as offering game production studios and intellectual property (IP) development functions on a worldwide scale for brands. The Group has developed **dentsu gaming** with the idea of further expanding the possibilities of gaming communities worldwide by supporting the global gaming market, the brands which integrate into it, and partners who communicate using games, gaming platforms and events.

The Group has set up a specialized team which oversees and coordinates the vast network of gaming experts across the Group in Japan, the Americas, EMEA, and APAC, respectively. This global solution will be accessible through Dentsu Inc.'s Content Business Design Center in Japan and Dentsu International's Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen and Merkle global agency brands. With **dentsu gaming**, the Group now provides seamless access to game and IP development, in-game advertising, commerce, consumer promotions, native game integrations, Augmented Reality (AR), Virtual Reality (VR), talent activation, esports and experiential as its core capabilities.

In conducting business in the gaming ecosystem, the Group stands with the creators and players to make the future of gaming representative, inclusive and accessible for all. With **dentsu gaming** launching today, the Group will continue to work to make it happen.

*Note

Source: "Newzoo, Global Games Market Report, June 2021"

Reference:

News release from Dentsu Group Inc. on Sept. 16 regarding gaming solution.

“The Dentsu Group Provides an Infrastructure System for the First-ever Conversion of the Tokyo Game Show to Virtual Reality”

<https://www.group.dentsu.com/en/news/release/000561.html>

About Dentsu Group (dentsu)

Led by Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), a pure holding company established on January 1, 2020, the Dentsu Group encompasses two operational networks: dentsu japan network, which oversees Dentsu’s agency operations in Japan, and dentsu international, its international business headquarters in London, which oversees Dentsu’s agency operations outside of Japan.

With a strong presence in over 145 countries and regions across five continents and with more than 64,000 dedicated professionals, the Dentsu Group provides a comprehensive range of client-centric integrated communications, media and digital services through its six leadership brands—Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, and Merkle—as well as through Dentsu Japan Network companies, including Dentsu Inc., the world’s largest single brand agency with a history of innovation. The Group is also active in the production and marketing of sports and entertainment content on a global scale.

Dentsu Group Inc. website: <https://www.group.dentsu.com/en/>

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